Introduction:
After London 2017, the Tbilisi 2018 broadcasting campaign began. A diffusion proposal was presented to the CECA presidency and to the organizers in Georgia. The proposal was approved (attached). About 80% of the actions prior to the event have been completed. There have also been small campaigns of various topics until August 2018.

Details:

Facebook, Instagram and Twitter:

<table>
<thead>
<tr>
<th>Details / Results</th>
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<tr>
<td><strong>1. TBLISI 2018 DIFFUSION PROPOSAL</strong></td>
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<td>- Design of the official logo of the conference</td>
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<td>- Creation of Posters (16)</td>
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<td>- Elaboration of diffusion campaigns of the calls: Presentations, Workshops, CDT, BP, young grantee</td>
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<td>- Publications with direct link to the official website of the conference</td>
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<td>- Creation and diffusion of hashtag # CECA2018</td>
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Results:
Between November 2017 to July 2018, the publications have received in the 3 social networks of CECA:
Likes: 43,345
Shared: 2074

This includes the constant collaboration of 15 national CECA committees around the world.
The presence of users in this process:
America: 19%
Europe: 38%
Africa: 8%
Asia: 31%
Oceania: 4%

Observations:
- It is important to spread any publication in the 3 official languages.
- Efforts will be made to set up a multilingual group that can translate the information in the 3 official languages in a short time.
- 10% of the users who follow and share our publications are Brazilian, some have requested that the material be translated into their language.
- The multilingual theme for the 2019 meeting will be taken as a priority.

2. The production of the promotional video of the event is scheduled for the end of August, it is expected to be ready in early September.

Small campaigns in social networks:

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<td><strong>Details:</strong></td>
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<td>- Creation of Posters (22)</td>
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<td>- Diffusion of News, calls and events:</td>
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<td>CECA publications, DIM 2018, Regional Meetings and workshops (CECA around the world)</td>
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<td>- Publications with direct link to the official website of the conference.</td>
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<td>- Nelly Abboud from CECA Libano is a Facebook volunteer, she provides information to Arab users.</td>
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</table>
Results:
Between November 2017 to July 2018, the publications have received in the 3 social networks of CECA:
Likes: 51,560
Shared: 1088
The presence of users in this process:
America: 21%
Europe: 29%
Africa: 12%
Asia: 37%
Oceania: 9%

Observations
- It is important to have the contacts of all the CECA committees around the world. In that way more news can be shared on social networks.
- It is very important to translate all the advertisements in the 3 languages.

Website (topics to discuss in the next board)
- A diffusion strategy 2018 - 2019 will be presented.
- The situation of the CECA website will be discussed, also the roles in the communication area of Jorge and Ani should be clarified.

Ideas
A proposal of diffusion strategy 2018 - 2019 will be presented in the next CECA board meeting in Tbilisi.